

Media release

Viseca customers donate over CHF 235 000 to Ukraine

A joint call for donations by UNICEF and Viseca presented Viseca cardholders with the chance to donate their surprize points to children in Ukraine. This opportunity was keenly taken up: More than 12'000 people donated a total of CHF 235,363. Viseca is deeply moved by its customers' readiness to donate. Such a commitment obliges: The company has decided to supplement the amount to CHF 300,000. This is the highest sum ever donated within surprize. UNICEF Switzerland and Liechtenstein and Viseca would like to thank all customers for their tremendous engagement.

Zurich, 6 April 2022 – Viseca cardholders who pay with their credit card automatically participate in the Viseca rewards programme. They can then exchange the surprize points they have earned for a variety of attractive rewards. Alternatively, they can also donate the points to a charitable cause. Many renowned organisations are surprize partners. Calls for donations are regularly organised by surprize in collaboration with a partner for a particular campaign, with Viseca doubling the sum donated up to a certain amount.

Huge generosity

During one such fundraiser from 18 to 31 March, an amazing sum of CHF 300,000 was collected. A total of 12'019 customers of Viseca donated a total of CHF 235,363. Viseca supplies the difference of CHF 64,637. The highest single donation was CHF 540.50, the average donation was CHF 20.73.

“The refugee crisis is continuing to grow exponentially and increasing the need for humanitarian aid. It is only by pulling together that we can provide children and families with this urgent and long-term help and support,” says Bettina Junker, CEO of UNICEF Switzerland and Liechtenstein. *“Viseca’s wonderful campaign will help alleviate the suffering of the children affected. I would like to express my immense gratitude to Viseca and to all the cardholders who participated in this campaign. We will continue to do everything in our power for the children in Ukraine.”*

“We are overwhelmed by the generosity of our cardholders. And we are proud of the fact that, together with them, we as a company can make a small contribution to addressing the plight of children in Ukraine. We would like to thank all our customers,” says Reto Gross, Managing Director of Viseca Card Services SA.

In a specially made video, UNICEF thanks Viseca’s customers for their tremendous engagement:

https://www.youtube.com/watch?v=rQfel5UG_4w

More information about UNICEF’s fundraising campaign can be found here:

<https://www.unicef.ch/de/unsere-arbeit/nothilfe/nothilfe-ukraine>

For more information about the “surprize” rewards programme, visit: <https://one-digital-service.ch/public/en/surprize>

About UNICEF

UNICEF, the United Nations Children's Fund, has over 75 years of experience in development cooperation and emergency aid. UNICEF works in more than 190 countries and territories to protect the rights of every child. Its core missions include programs focusing on health, nutrition, education, clean water, hygiene, and child welfare. UNICEF is financed entirely by voluntary contributions and is represented in Switzerland and Liechtenstein through the Committee for UNICEF Switzerland and Liechtenstein.

UNICEF does not endorse any company, brand, product or service.

Viseca – swiss cashless competence

Viseca is a leading provider of products and services of cashless payment. This includes the issue of payment cards (Viseca Card Services SA), the provision of card business services for issuers (Viseca Payment Services SA) and the development of innovative financial management solutions (Contovista AG). In 2020, revenue was at CHF 385.2 million. Viseca is wholly owned by the largest Swiss cantonal and retail banks. These include all cantonal banks, the Raiffeisen Group, Entris Banking, Migros Bank, Bank Cler, regional banks and a number of private and commercial banks.

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